

REFERENTIAL INTERFACE TO ENABLE COMMERCIAL
INTERACTION BETWEEN ENTITIES

ABSTRACT OF THE DISCLOSURE

5 A system, method and program product is provided for establishment of a
referential interface between business entities such as manufacturers and distributors
in a computerized marketplace. The interface allows commercial interaction between
two potentially geographically and technologically disparate systems. The interface
is established through definition and then deployment of a distributor profile
document, interrelated with a set of referential interface terms and conditions and a
10 referential interface business policy. The profile document has associated terms and
conditions representing business rules and processes referring to the business policies
which then have business logic implementations. The contract prescribes the
business rules that will be followed between a manufacturer and a distributor with the
business policies providing mapping to units of business logic in the implementation
15 of the distributor. Additionally the interface allows and may require setup and
customization of business policy command implementation logic specific to the
desired distributor. The established interface is further customizable and extensible
allowing a variety of distributors to be connected to a marketplace as required with
relative ease.

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